

Research in Action Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest is Kevin Anselmo, the Founder and Principal of Experiential Communications. He helps individuals and groups gain clarity about what to communicate and then works with his clients to disseminate those messages to ensure they are aligned to big-picture goals. His services focus on communications strategy development, media training, PR execution, coaching, workshops and events, primarily for the higher education, research and entrepreneurial communities. He is the author of *Maximize Your Impact: How Academics Can Communicate Knowledge Through Traditional and Digital Media*.

Previously, Kevin was Director of Public Relations for Duke University's Fuqua School of Business and prior to that managed the media relations for IMD in Switzerland. Currently based in Chapel Hill, North Carolina, Kevin lived and worked in Switzerland for eight years and in Germany for two years. He has led public relations initiatives in various countries around the world.

Segment One [00:00-15:52] - In this segment, Kevin shares four areas that researchers should consider regarding publicizing their work.

Segment Two [15:53-34:28] - In this segment, Kevin shares some concrete steps that researchers can take to prepare for print and on-camera interviews.

Bonus Clip [00:00-04:16]: Example of a Shy Researcher Engaging with the Media
Show notes and a transcript for this episode can be found at:
<http://ecampus.oregonstate.edu/research/podcast/episode/52/>

Learning Outcomes

By listening to this episode, students will be able to:

- Define the four foundations of public relations
- Describe the benefits and challenges associated with “earned media”
- Provide an example of “owned media”
- Describe the ABCs of interviewing
- Review strategies for identifying key messages

Guiding Questions for Listening

- According to Kevin Anselmo, what are the four foundations of public relations?
- How does Kevin Anselmo define “earned media”?
- What appear to be some of the challenges associated with “earned media”?
- According to Kevin Anselmo, what might be a benefit of building relationships with media?
- What is an example of “owned media”?
- What does Kevin Anselmo recommend with regard to “shared” public relations?
- What is an example of audience retargeting?
- What strategies does Kevin Anselmo suggest for identifying key messages?
- What are the ABCs of interviewing?
- What preparation advice does Kevin Anselmo offer for interviewing across different types of media (radio, TV, etc.)?
- How might an interviewee “do their homework” in preparation for an interview?
- In this episode’s bonus clip, how did the researcher overcome his hesitancy to engage with the media?

Possible Activities

- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e52/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e52/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Kevin Anselmo if they could?

Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2017, March 27). *Kevin Anselmo on Sharing Your Research in Traditional and Digital Media* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e52/>

Notes

About the Research in Action Podcast

“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

Contact

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